

HECKSFLAKES CHOCOLATE OPERATION ANALYSIS FOR THE FIRST THREE QUARTERS 2022

Purpose: This report provides an in-depth analysis of sales performance, regional contributions, and product distribution for the fiscal year 2022. The aim is to present comprehensive insights that will assist the board in strategic decision-making.

The principal aim of the project is to find prospects for revenue growth and operational improvement by analysing sales trends, regional performance, and product distribution.

Problem Being Addressed

The analysis seeks to address inconsistencies in regional sales performance, fluctuations in monthly sales trends, and uneven product distribution.

Key Datasets and Methodologies

- Sales data containing salesperson performance, product details, dates, amount, and boxes shipped.
- Aggregated data on sales trends, regional performance, and product counts.
- Methodologies employed include Pivot Tables and Advanced Excel functions for summarization and visualization.

Story of Data

Data Source

The data is sourced from the company's internal sales database.

Data Collection Process

Data was gathered from transactional logs automatically recorded in the sales management system.

Data Structure

- Rows: Individual sales transactions
- Columns: Salesperson, Country, Product, Date, Amount, Boxes Shipped

Important Features and Their Significance

- Salesperson Performance: Indicates individual contributions
- Regional Sales: Highlights geographical strengths

- Product Distribution: Reveals consumer preferences

Data Splitting and Pre-processing

Data Cleaning

Removed duplicates and corrected inconsistent entries.

Data Splitting

Category Two (Dependent Variable):

- Amount
- Date
- Boxes Shipped

Category One (Independent Variables):

- Salesperson
- Product
- Country

Industry Context

The data pertains to the retail food industry, where seasonal demand significantly affects sales performance.

Stakeholders

Key stakeholders include the Sales Department, Regional Managers, and Senior Management.

Value to the Industry

Insights from this analysis can drive sales optimization and enhance market competitiveness.

Pre-Analysis

Identify Key Trends

- Monthly sales peaked in January with \$896,105.
- Regional performance was strongest in Australia.

Initial Insights

- Higher performance in certain months indicates seasonality.
- Best performed sales person so that we can commend and also probably post to regions with low sales.
- Finetune the salesperson with least performance to determine the right actions on him.
- Finetune the Product with high demand and extend the sales to additional regions also.
- Finetune the most highly generated region and we can locate our Headquarter there just to dominate the market and stay close to the customers.

In-Analysis

Unconfirmed Insights

- Sales may be influenced by marketing campaigns.
- Most performed sales person is Ches Bonnell with generation of revenue worth \$320,901
- Least performed sales person is Wilone O'Kielt with revenue generation worth of \$138,523
- Most demanded product is 50% Dark Bites with a count 60
- Least performed product is Choco Coated Almonds with a count of 39
- Most supplied region is Australia with the highest revenue worth of \$1,137,367
- The least Supplied Region is New Zealand with a low revenue worth of \$950,418
- January is the most active month where we generated the highest revenue with a sum of \$896,105
- April is the month we recorded the lowest revenue generated with a sum of \$674,051

Recommendations

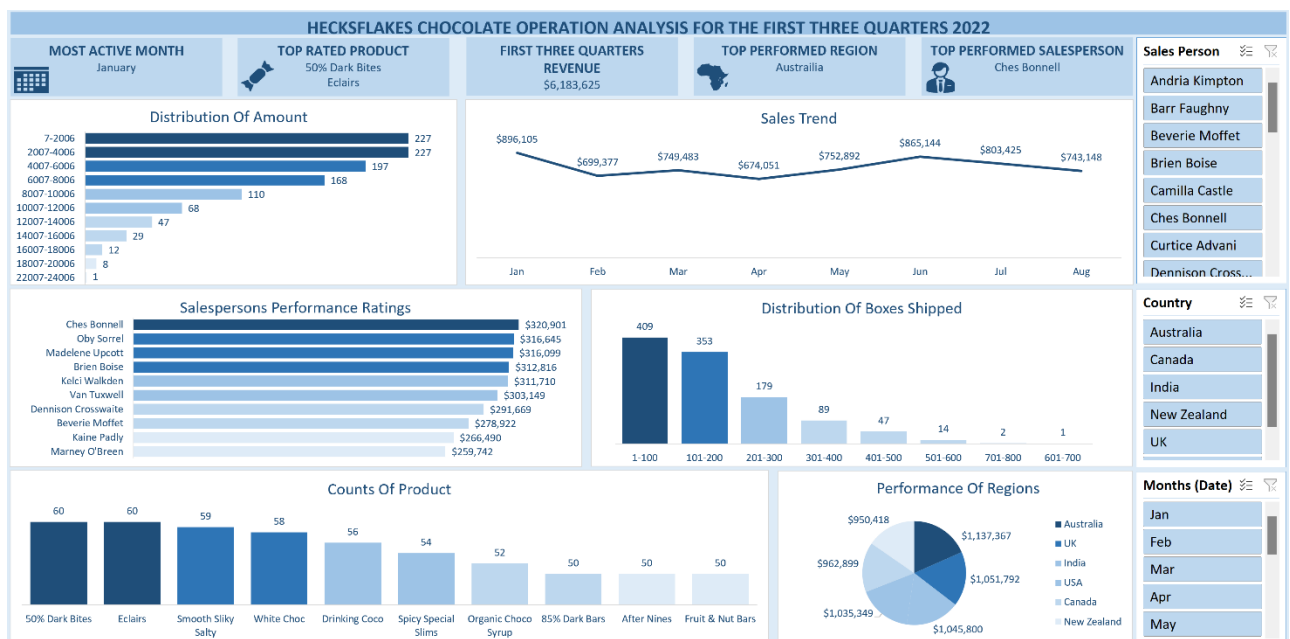
- Increase stock during peak months.
- Strengthen marketing efforts in underperforming regions.
- Ches can be given compeciation for job weldone just to serve as motivation for others.
- Make available much more than other the product 50% Dark Bites. Since we realised much revenue from it, we want to remain dominant, consistent and increase revenue
- We can decide to make our Headquater in Austrailia since it dominated the largest share of our revenue. We want to ensure we stay closer to our client giving them stress free moment in accessing our products

Analysis Techniques Used in Excel

Pivot Tables for sales aggregation.

Data Visualizations & Charts

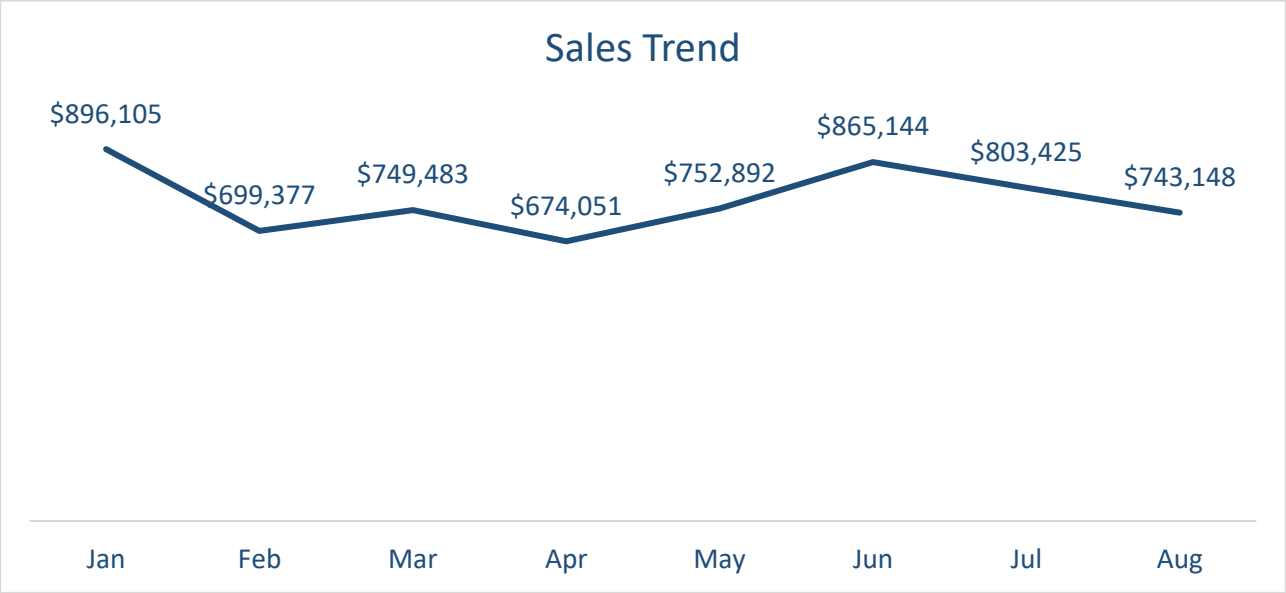
Dashboards



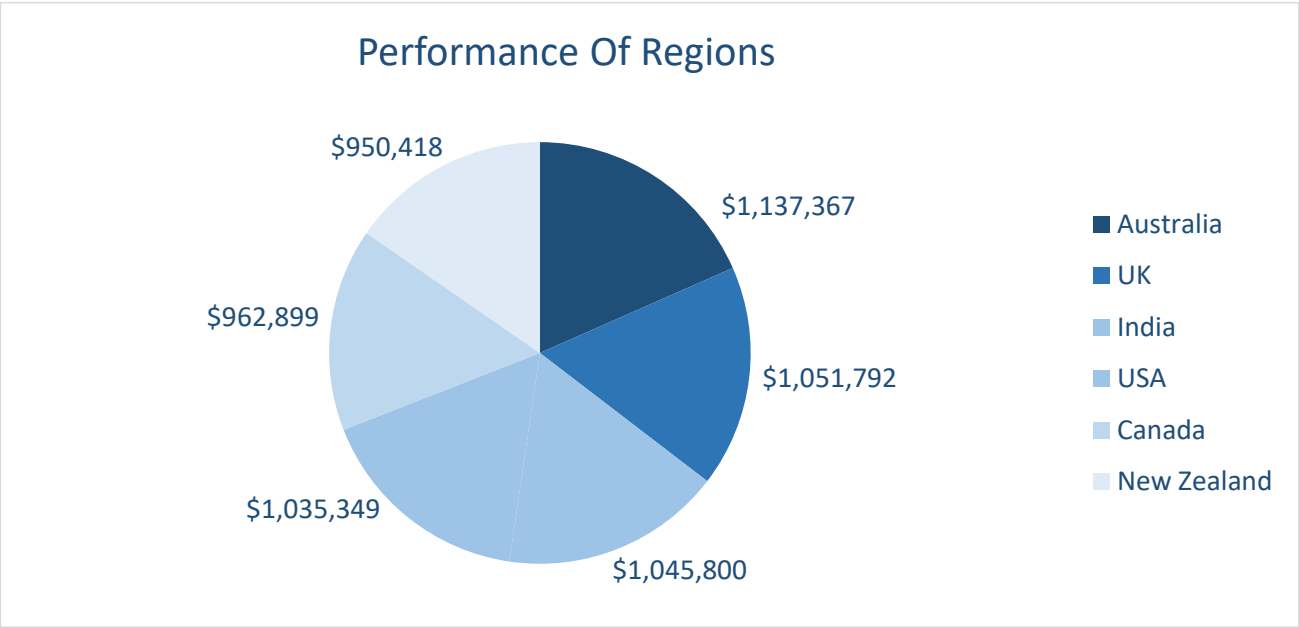
Integrated dashboards consolidate key metrics for stakeholder review.

Charts and Graphs

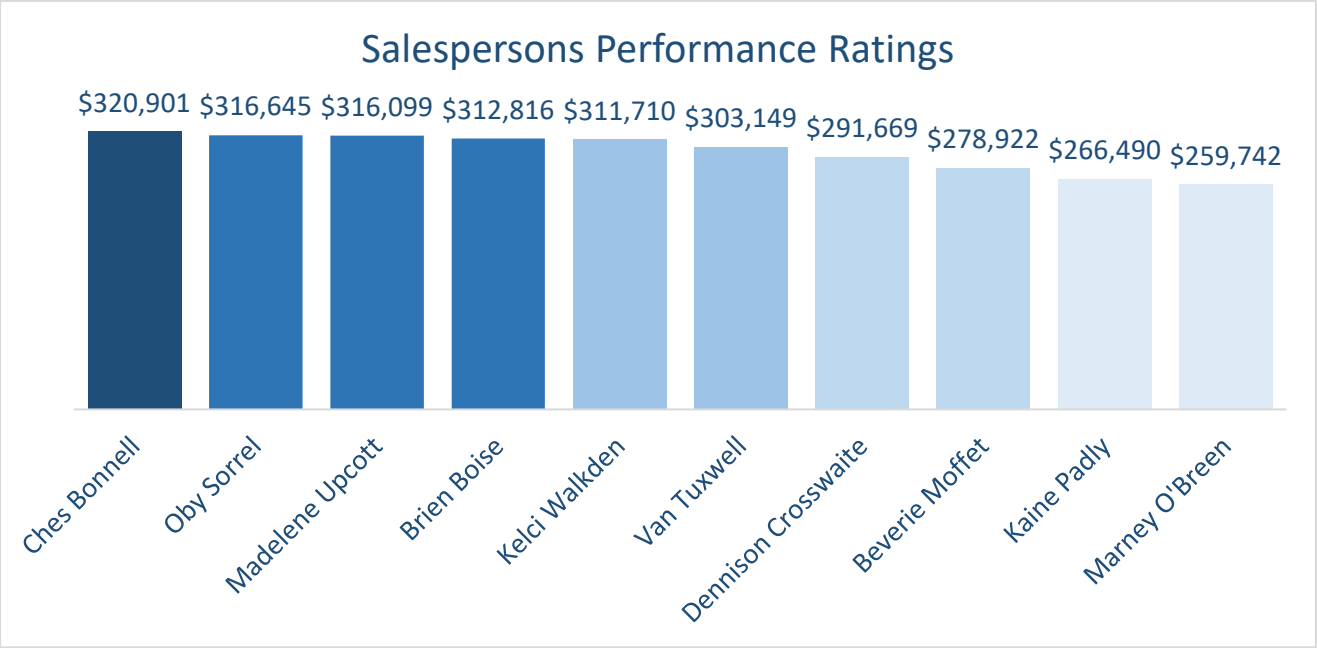
Line charts showing monthly sales trends.



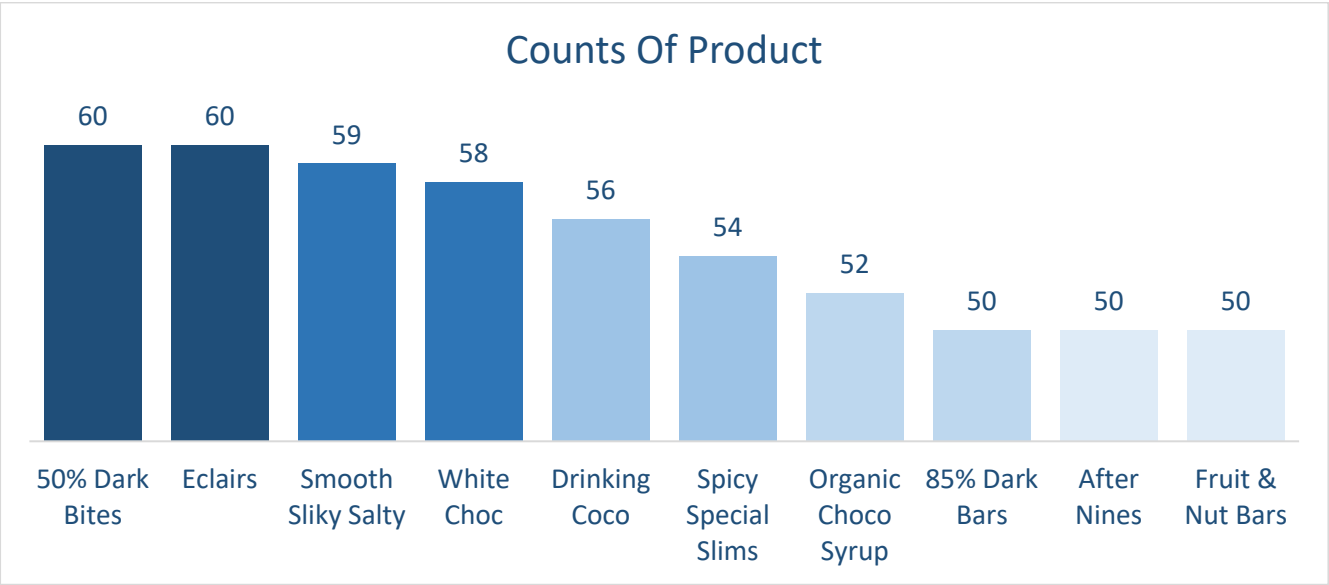
Pie charts illustrating regional performance.



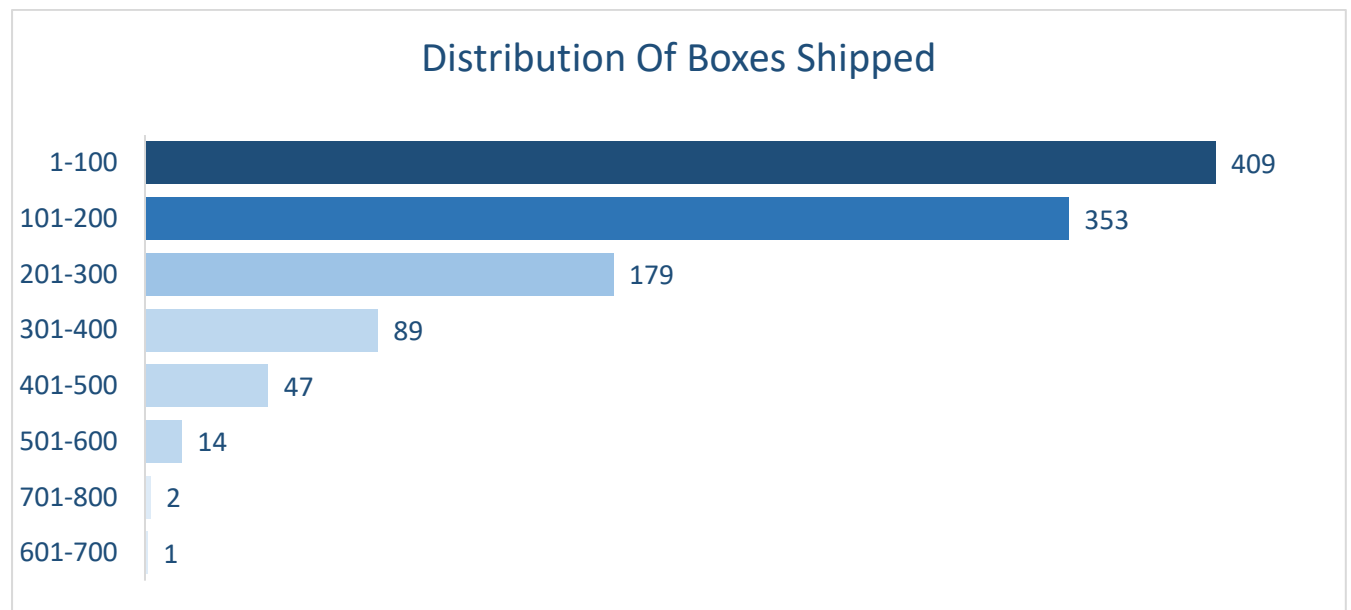
Column charts illustrating Salesperson performance ratings.



Column charts illustrating Counts of Product.



Bar charts illustrating Distribution Of Boxes Shipped.



Recommendations and Observations

Observations

- Australia leads regional sales with \$1,137,367.
- Most performed sales person is Ches Bonnell with generation of revenue worth \$320,901. He had his major sales in January although he made sales to all regions but he dominated India the most.
- Least performed sales person is Wilone O'Kielt with revenue generation worth of \$138,523. He also made sales to all regions but dominated New Zealand where he had his major sales.
- Most demanded product is 50% Dark Bites with a count 60. Its price range of 2007-4006 dominated and were bought the most. And the least bought was 14007-16006. It was highly purchased in Australia.
- Least performed product is Choco Coated Almonds with a count of 39. Even though Ches supplied the largest share with a revenue of \$42,854, yet it only had its larger revenue from Canada with a revenue of \$57,463.

- Most supplied region is Australia with the highest revenue worth of \$1,137,367 . 50% Dark Bites dominated the region out of other product we supplied and the price range that was highly purchased was 6007-8006.
- The least Supplied Region is New Zealand with a low revenue worth of \$950,418. Mint Chip Choco dominated out of other product we have. Madelene performed the best in the region but we had the highest demand amount from price range of 7-2006 with June been the most performed month.
- January is the most active month where we generated the highest revenue with a sum of \$896,105. Kaine performed the best in January and UK was the region we recorded the largest revenue. The product that sold highest was Organic Choco Syryp and lots of Boxes was shipped ranging from 1-100 with 49 counts and the range of 101-200 with a top count of 52. The dominant price which we had the largest sales amount was the range of 2007-4006 with a count of 36 and the next was the range of 4007-6006 with a count of 34.
- April is the month we recorded the lowest revenue generated with a sum of \$674,051. Even though Ches top the most performed salesperson for this month, yet the highest price range which the product was sold was 7-2006 with the product Eclairs leading the most sold. USA was the region that performed best in this month.

Recommendations

- Ches should be cospeciated for job well-done just to serve as motivation for others and as an example for others to look up to. Since we have some regions not performing to our expectations, we can transfer him there to implement necessary suiting measures.
- Wilone can be transferred to meet with Ches to learn how he handles and relate with his customers. He can also be retrenched if the condition stays persistent or there is no improvement on his personal expectations
- We can make available much more than other product, 50% Dark Bites. Since we realized much revenue from it, we want to remain dominant, consistent and increase revenue. Australia could be set as the headquarter of this product so that our cost price stays low and we also stay close to the customers.
- Choco Coated Almond's taste or some measure might be the reason it has low turnout. We want to make sure we observe where error is and improve in its market approach. We can make sure Ches is the supply lead of this product in Canada since it dominated ahead of our other product. We can supply and run low cost in Canada to gain more ground.

- We can decide to make our Headquarter in Australia with major in supply of 50% Dark Bites, since it dominated the largest share of our revenue. We want to ensure we stay closer to our client giving them stress free moment in accessing our products.
- We want to make sure we transfer all the sales person in the region of New Zealand and make them pair with the top ten sales persons and we want to make sure the best sales person is transferred to this region to study actively the loopholes of the low revenue generated. Since we know the people are interested in Mint Chop Choco, we want to make sure we take some measures to make its market more trending and delivery consistency. We can win more customers with this measure.
- We should look back into the performance analysis of January being the best and the month we recorded the highest revenue. UK was the region we performed best at January; we want to ensure the salesperson who made sale to UK in January are called to table to juxtapose on what measures were taken then. We can also ensure we improve the production of Organic Choc Syrup sine it performed best with highest number of counts. We should take precaution measures to implement on forthcoming months.
- April is the least revenue generated month so far. We should look into month of April operations and all peculiar measures taken. We could deduce that the price range of product bought most were 7-2006, probably there was economic issues or peoples thought about buying. We should do our feasibility study to figure out why there was a low revenue in the month of April.

Conclusion

The analysis of the sales data provides several key insights into the performance of the business across various dimensions, including geography, product categories, and individual salespersons. Over the evaluated period, the organization generated a total revenue of \$6,183,625 from 1,094 transactions, shipping 177,007 boxes in total.

Geographical Performance:

The geographical breakdown reveals that Australia was the top-performing region with total sales of \$1,137,367. The UK and India closely followed with \$1,051,792 and \$1,045,800, respectively. The strong performance in these regions suggests a well-established market presence and effective sales strategies.

Product Performance:

Among the product categories, "Smooth Sliky Salty" emerged as the highest revenue generator, contributing \$349,692 to the overall sales. This was followed by "50% Dark Bites" and "White Choc," which brought in \$341,712 and \$329,147, respectively. The popularity of these products indicates a strong consumer preference for these offerings.

Salesperson Performance:

At the individual level, Ches Bonnell led the sales team with \$320,901 in total sales, followed closely by Oby Sorrel and Madelene Upcott with \$316,645 and \$316,099, respectively. The high performance of these salespersons highlights the critical role of individual excellence in driving overall sales success.

Overall Insights:

The data suggests that geographical location, product preferences, and individual salesmanship significantly impact overall sales performance. Australia, as a leading market, presents opportunities for further growth through targeted marketing and customer retention strategies. Additionally, focusing on high-performing products and incentivizing top salespersons could sustain and potentially enhance revenue growth.

To maintain and build upon this performance, it is recommended to explore market expansion in underperforming regions, diversify the product portfolio, and continue to support and reward high-performing sales personnel. These strategies can ensure sustained business growth in competitive market conditions.

References

Internal Sales Database 2022

Appendices

Detailed Pivot Tables and Charts

Excel formulas used for analysis